

cabbage

32%

of customers purchased cabbage within the past 12 months



THIS HEARTY VEGGIE is a favorite among Asian consumers. More than half of Asian buyers said they purchased cabbage in the past year, making them the group most likely to buy the veggie overall.

Age also clearly plays a role. Consumers age 60 and older were some of the most likely overall to buy cabbage, and shoppers a decade younger were also prime purchasers. In fact, shoppers over age 50 were twice as likely to buy cabbage as those age 18-29.

This cruciferous vegetable is more preferred by families without kids at home than those with kids;

however, families with three or more kids at home were among the most likely to buy cabbage overall.

For quite a few years, Southern shoppers have comprised the region most likely to buy cabbage, but this year Westerners took the top spot. Shoppers earning less than \$50,000 annually were less likely to buy cabbage than those earning more.

Conventionally grown cabbage was the norm. Eleven percent of shoppers said they chose organic cabbage exclusively, while 27% said they opted for organic cabbage at least some of the time. 🌱

Likelihood of purchase based on household income*

Less than \$25	29%
\$25-49.9	29%
\$50-99.9	36%
\$100+	33%

*Figures in thousands; Annual household income

Likelihood of purchase based on ethnicity/race

White/Caucasian	29%
Black/African American	31%
Hispanic	38%
Asian	51%
Other	38%

Likelihood of purchase based on presence of children

Have kids	30%
1 kid	29%
2 kids	27%
3 or more kids	42%
No kids	33%

Likelihood of purchase based on age*

18-29	20%
30-39	28%
40-49	27%
50-59	40%
60+	42%

*Considering primary household buyers

Likelihood of purchase based on region

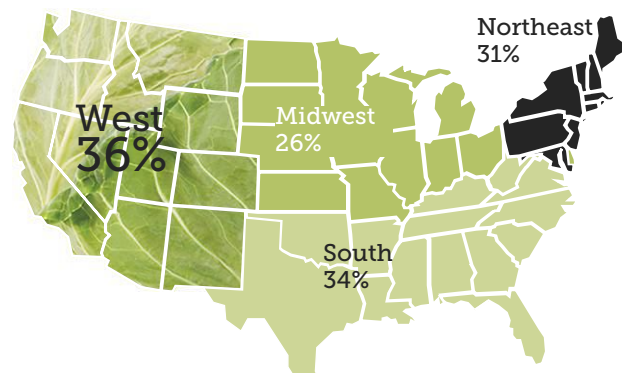


Photo: Farm Journal & Stock



OVERVIEW

Organic cabbage sales jumped again in 2020 as shoppers added it to their carts more frequently. Organic cabbage now accounts for nearly 10% of all cabbage sales and purchases climbed more than 25% in 2020. Keep shoppers coming back for more by offering both purple and green cabbage and providing plenty of tips for adding cabbage to their plates.

FRESH TRENDS 2021

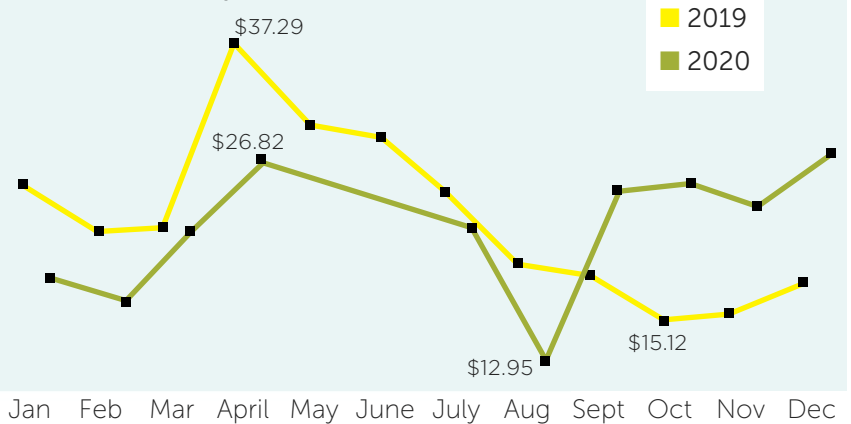
11% of consumers said they purchased organic cabbage exclusively, up from 10% last year, while another 16% said they bought organic cabbage at least some of the time.

Sales	2020	% change from 2019
Pounds sold	45,042,288	69.7%
Retail sales	\$43,822,209	26.4%
	2020	2019
Average retail price per lb.	\$0.97	\$1.30
Dollar share of organic vegetables	\$0.88	\$0.82
Organic percent of retail cabbage sales 2020: 9.57%		

Source: IRI

Organic monthly shipping point prices 2019-20

Shipping point prices include all locations, varieties and sizes tracked by the USDA.



To read more, scan the QR code.

Dynamic Displays



Submitted for PMG's Produce Artist Award Series by Andrew Lucero, Fresh Thyme Market

1 Create vertical rows of purple and green organic cabbage in the middle of your vegetable display for a striking and attention-grabbing color break.



Photo: Farm Journal

2 Cut a purple cabbage in half to create an interesting look for your display. Use organic labeling tape to clearly differentiate the heads as organic.



Photo: Farm Journal

3 Display organic cabbage with other organic vegetables, placing it next to more brightly colored vegetables like organic carrots to create an attractive display.

MARKETING TIPS

March is cabbage's month to shine with its traditional place in St. Patrick's Day celebrations, but cabbage is not a one-month wonder. Promote organic cabbage year-round so it can add to your profits all year long. Get shoppers thinking about organic cabbage as more than a cooked side dish. Encourage them to add it to salads, soups and as a base for coleslaw. Purple organic cabbage can provide a splash of color in green salads or as a plate garnish. Cross-merchandise organic cabbage with other organic leafy greens and salad vegetables.

DOS AND DON'TS

✓ **DO:** Be careful how you display cabbage as it can easily roll off the display, creating a tripping hazard.

✗ **DON'T:** Don't get cabbage wet as water can hasten spoiling.

COMMON PLUS

Look online at [producemarketguide.com/produce/organic-cabbage](https://www.producemarketguide.com/produce/organic-cabbage) for a list of the most common PLUs.